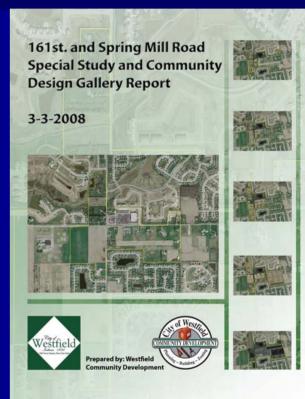
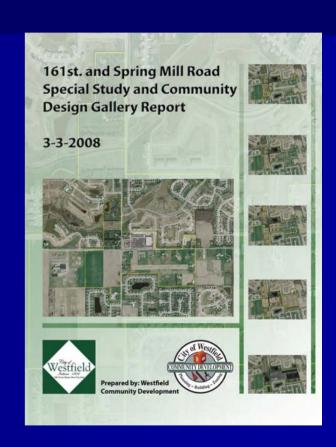
City of Westfield

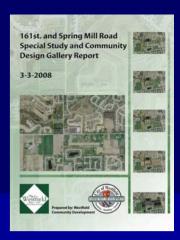
161st Street & Spring Mill Road Special Study



Presented by:
Department of Community Development
Gregory J. Anderson, AICP, Director

- INTRODUCTION
- CREDITS
- EXECUTIVE SUMMARY
- METHODOLOGY
- ANALYSIS
- RECOMMENDATION





Credits & Thanks to:

- City of Westfield
 - Community Development / Planning Division
 - Public Works / Engineering Division
 - Public Works / Construction & Development
 - Parks & Recreation
 - Fire Department / Fire Prevention
 - Information Technology
- Technical Advisory Committee Membership (TAC)
- Westfield-Washington Schools
- Public Utility Companies: Duke Energy, Verizon, Citizens Gas
- Hamilton County: Surveyor's Office, Highway Dept.
- EGov Strategies

Credits & Thanks to:

- Stakeholders
 - Surrounding Property Ownership
 - New Joy Church
 - Home Owner's Associations & Boards of:
 - Mulberry Farms
 - Crosswind Commons
 - Countryside
 - Maple Knoll
 - Village Farms
 - Merrimac
 - Springdale Farms
 - Centennial



■ Credits & Thanks to:

Development Community

Wilfong-Kreutz Land Development

Platinum Properties

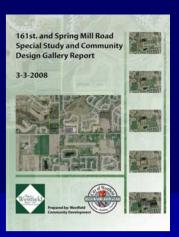
Greystone Development

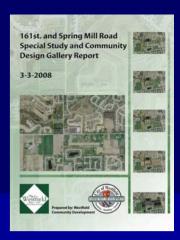
EpCon Communities

Active Adult Living Communities, Inc.

Estridge Companies

Urbahns





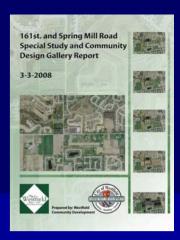
Executive Summary

- Past Six Months Westfield Community Development
 - Comprehensive Plan existing recommendation
 - Uphold and Preserve ?
 - Modify?
- Infrastructure Capacities and Demands
 - Could it support additional development
- Impacts in regards to:
 - Stakeholders
 - Demographics
 - Marketing (outside consultant)
 - Public Opinion

Methodology

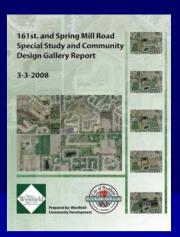
- Capacity / Demand Analysis
- Stakeholder Meetings
- Market Analysis
- Additional Analysis
 - HOA Informational Meetings
 - Developer Interviews
 - Evaluation of National & Local Trends
- Community Design Gallery / Renderings
- Compilation & Analysis
- Deliverable Document
- Public Hearings





Analysis

- Stakeholder Interviews / Meetings (In-Person)
- SDg Demographics / Feasibility Report (Consultant)
- HOA Discussions / Presentation to Board of Directors
- WPWD Infrastructure / Information
- Technical Advisory Committee (TAC) / Information
- Development Community Leaders / Meetings
- Community Design Gallery
 - In-Person Survey
 - Online Survey
- Land Use Trends / National and Local



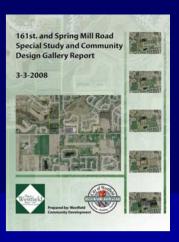
Stakeholder Meetings

- The stakeholders (land owners) had a largely positive response to nonresidential development.
- From these interviews a further analysis would be needed in order to make a recommendation regarding the Comprehensive Plan.
- The stakeholders did exhibit a high level of emphasis placed on design and amenities for future development.



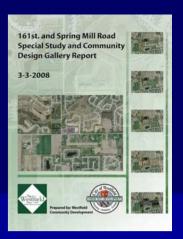
SDg Demographics / Market Feasibility Report

- The consultants report did not identify any market factors that would indicate commercial development would fail.
- WCD Staff should seek additional developer opinions in regard to further residential development in the area.
- WCD Staff should seek additional developer opinions in regard to further non-residential development in the area.
- WCD Staff needs to gather more information about land use trends both in neighborhoods and locally for non-residential development.



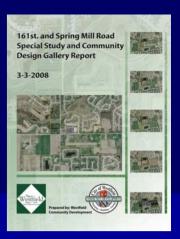
Home Owners Associations / Interviews & Discussions

- An objective and quantifiable means for information gathering and evaluating opinion regarding the current land use and potential future uses.
- Infrastructure issues would need to be evaluated and addressed.



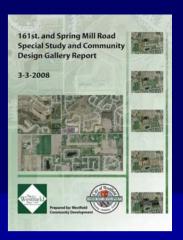
Infrastructure Information

- Public roads to service the area inadequate at this time.
- Issues of construction within the intersection need to be addressed upfront.
- Access controls should be applied (limits & alignments)
- Improvements to off-site sanitary
- Improvements to off-site drainage facilities
- Improvements to energy and communication facilities



Developer Interviews / Meetings

- Positive response to potential residential development amongst the interviewed developers.
- Concerns raised by the developers regarding project densities.
- Additional commercial use within area likely, but may be contrary to broader community goals.



Community Design Gallery

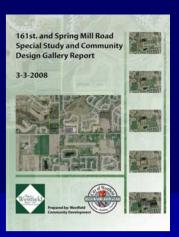
- Participants lived within Westfield-Washington Township.
- Preservation of natural features was a priority.
- Awareness of land use policy higher than infrastructure.
- Most participants supported existing land use policy, a notable portion did not. And a considerable portion were unsure about the policy.
- Responses to images depicting were largely unsupportive, but some support was provided for less-intense options.
- Design options proposed for mitigating impacts of inconsistent uses were not clearly supported. More work on this will have to be done by WCD Staff.

161st. and Spring Mill Road Special Study and Community Design Gallery Report

3-3-2008

Community Design Gallery

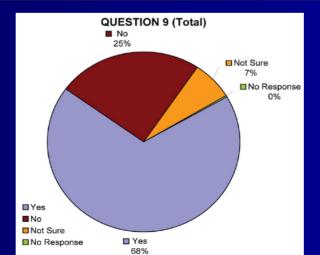


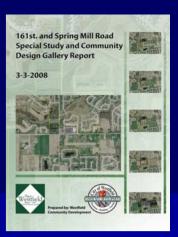


Community Design Gallery

QUESTION #9: Were you aware the City of Westfield had adopted a Comprehensive Plan?

QUESTION 9 (Total)		
Response	Number of Responses	Percentage
Yes	211	68%
No	76	25%
Not Sure	21	7%
No Response	1	0%

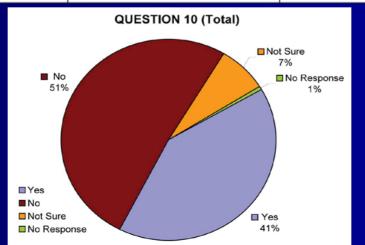


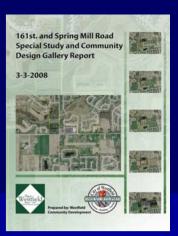


Community Design Gallery

QUESTION #10: Were you aware of the Land Use Concept future land use recommendation for the Study Area?

QUESTION 10 (Total)		
Response	Number of Responses	Percentage
Yes	126	41%
No	157	51%
Not Sure	23	7%
No Response	2	1%

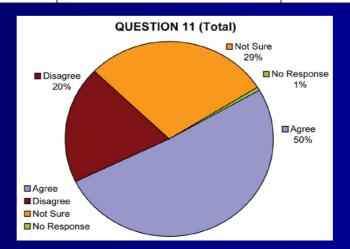




Community Design Gallery

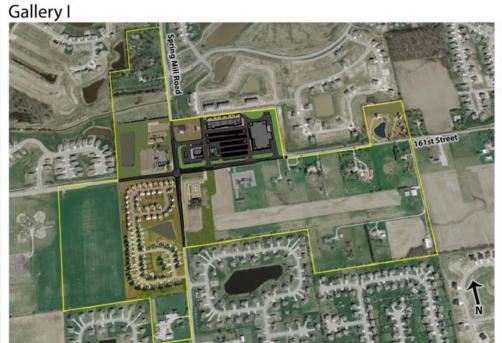
QUESTION #11: Do you agree or disagree with the Comprehensive Plan recommendation for the Study Area?

QUESTION 11 (Total)		
Response	Number of Responses	Percentage
Agree	156	51%
Disagree	60	20%
Not Sure	88	29%
No Response	2	1%



■ Community Design Gallery – Gallery I





Northeast Corner: Existing Spring Mill Commons, conversion of existing farmhouse to office / professional use, and elimination of two non-conforming contracting / landscaping uses on eastermost parent.

Southeast Corner: Approximately 25,000 square feet of multi-story office on approximately seven acres, adjacent to intersection.

iouthwest Corner: Single-family detached dwellings at approximatley three (3) units per sicre.

Northwest Corner: the Approximately 60,000 square feet of multi-story office on approximately twelve (12) acres. Approximately 60,000 square feet of multi-story office on approximately twelve (12) acres.

COMMUNITY DEVELOPMENT

161st. and Spring Mill Road Special Study

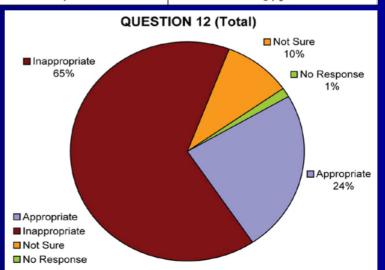


Community Design Gallery

QUESTION #12 (Gallery #1): Regarding the overall image: would this proposed development option be:

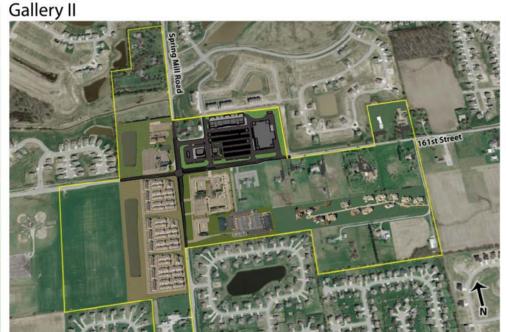
QUESTION 12 (Total)		
Response	Number of Responses	Percentage
Appropriate	74	24%
Inappropriate	202	65%
Not Sure	30	10%
No Response	4	1%





Community Design Gallery – Gallery II





Northeast Corner: Existing Spring Mill Commons, conversion of existing farmhouse to office / professional use, and conversion of two non-conforming contracting / landscaping uses on easternmost parcels to office / professional

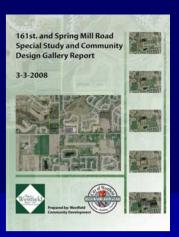
Southeast Corner: Approximately 122,000 square feet of multi-story office on approximately thirteen (13) acres adjacent to intersection, large-lot risidential development of less that one (1) unit per acre, conversion of large-lot dwellings south of 161st Street to office / professional uses.

Southwest Corner: Townhomes, approximately one hundred and thirty-two (132) units on twenty (20) acres.

Northwest Corner: Approximately 60,000 square feet of multi-story office on approximately twelve (12) acres.

OMMUNITY DEVELOPMENT

161st. and Spring Mill Road Special Study

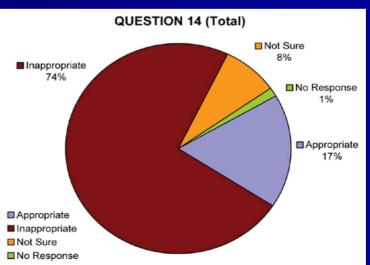


Community Design Gallery

QUESTION #14 (Gallery #2): Regarding the overall image: would this proposed development option be:

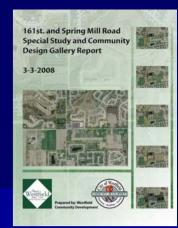
QUESTION 14 (Total)		
Response	Number of Responses	Percentage
Appropriate	54	17%
Inappropriate	226	73%
Not Sure	25	8%
No Response	4	1%





City of Westfield

Community Design Gallery – Gallery III







Northeast Corner: Existing Spring Mill Commons, development of farmhouse site with approximately ten thousand (10,000) square feet of multi-renant retail use, and conversion of two non-conforming contracting / landscaping uses on easternmost parcels to office / professional

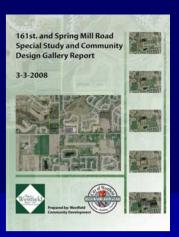
Southeast Corner: Approximately 225,000 square feet of multi-story office on approximately twenty (20) acres adiacent to intersection. large-lot residential development of less that one (1) unit per acre, conversion of large-lot dwellings south of 161s Street to office / professional uses.

Southwest Corner: Duplexes, sixty-four (64) units on approximately sixteen (16) acres; Multi-story office, approximately ninety thousand (90,000) square feet on approximately nine (9) acres; Retail commedia, approximately six thousand (6,000) square feet on approximately one (1) acre.

Northwest Corner: Single-story office; approximately eighty thousand (80,000) square feet of single-story office on approximately fourteen (14) acres; Duplexes, sixty-four units on approximately fourteen (14) acres.



161st. and Spring Mill Road Special Study

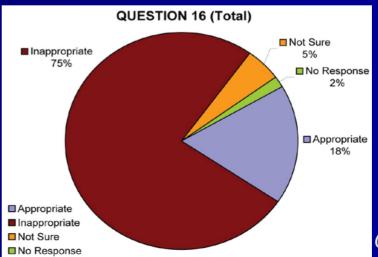


Community Design Gallery

QUESTION #16 (Gallery #3): Regarding the overall image: would this proposed development option be:

QUESTION 16 (Total)		
Response	Number of Responses	Percentage
Appropriate	55	18%
Inappropriate	233	75%
Not Sure	16	5%
No Response	5	2%





City of Westfield

■ Community Design Gallery – Gallery IV





Northeast Corner: Existing Spring Mill Commons, development of farmhouse site with approximately ten thousand (10,000) square feet of multi-tenant retail use, and contracting / landscaping uses on easternmost parcels.

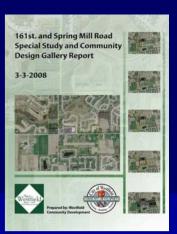
Southeast Corner: Retail / Commercial; sixty-seven thousand (67,000) square feet on approximately nine (9) acres. Multi-story office, one hundred and fifty-five thousand (155,000) square feet on eleven (11) acres. Townhomes, two hundred and fifty (250) units on sixty (60) acres.

Southwest Corner: Retail / Commercial; one hundred and twenty-eight thousand (128,000) square feet on approximately nine (9) acres. Multi-story office; one hundred and thirty thousand (130,000) square feet on approximately fifteen (15) acres.

Northwest Corner: Multi-family apartments; two hundred and twenty-four units on approximately eighteen (18) acres.



161st. and Spring Mill Road Special Study



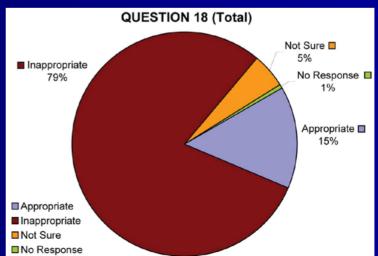
Community Design Gallery

Online & In-Person ResultsQUESTION #18 (Gallery #4):

Regarding the overall image: would this proposed development option be:

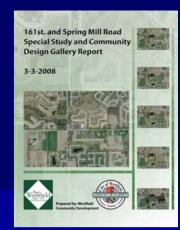
QUESTION 18 (Total)		
Response	Number of Responses	Percentage
Appropriate	46	15%
Inappropriate	247	80%
Not Sure	15	5%
No Response	2	1%





City of Westfield

Community Design Gallery – Gallery V





Northeast Corner: Existing Spring Mill Commons, development of farmhouse site with approximately ten thousand (10,000) square feet of multi-tenant retail use, and development of non-contorming contracting / andscaping uses on eastermoots parcels with approximately thirty thousand ID,0000 square feet of retail / commercial use on

Southeast Corner: Multi-story office; two hundred and ninety thousand (290,000) square feet twelve (12) acres. Retail / Commercial; approximately two hundred and fifty thousand (250,000) square feet on approximately forty (40) acres.

Southwest Corner: Retail commecial: approximately one hundred and fifty thousand (150,000) square feet on approximately twenty-five (25) acres.

Northwest Corner: Condominiums, six hundred and eighty-four (684) units on approximately twenty-six (26) acres.



161st. and Spring Mill Road Special Study



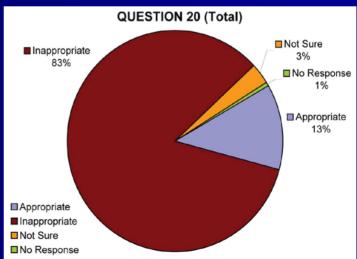
Community Design Gallery

Online & In-Person ResultsQUESTION #20 (Gallery #5):

Regarding the overall image: would this proposed development option be:

QUESTION 20 (Total)		
Response	Number of Responses	Percentage
Appropriate	39	13%
Inappropriate	260	84%
Not Sure	9	3%
No Response	2	1%





City of Westfield



Community Design Gallery

Online & In-Person ResultsAll responses

	G#1	G#2	G#3	G#4	G#5	Total	
Appropriate	74	54	55	46	39	268	17.3%
Inappropriate	202	226	233	247	260	1168	75.5%
Not Sure	30	25	16	15	9	95	6.1%
No Response	4	4	5	2	2	17	1.1%
				1548	100.0%		

LAND USE TRENDS

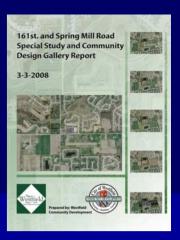
Study Area Development Pattern:

- Agricultural;
- Pre-zoning, "Metes-and-Bounds" lot creation;
- Pre-zoning subdivision; and
- Post-Zoning Commercial Development



■ RECOMMENDATION



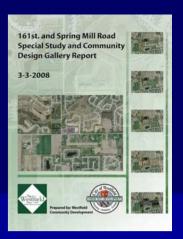


RECOMMENDATION

- STUDY AREA

The recommended course of action for the Study Area is <u>not</u> to allow further commercialization of the three (3) undeveloped corners at this time. Our conclusions are based upon the following:

- The Study Area is currently developed with approximately 115,000 square feet of leasable commercial space;
- Results of public opinion demonstrate support for allowing the area to remain residential; and,
- Road infrastructure is currently inadequate to serve the existing Study Area boundaries.



■ <u>RECOMMENDATIONS</u>

STUDY AREA

Action Steps:

- <u>Discourage</u> and / or <u>deny</u> petitions for additional commercial uses on the three (3) corners;
- **Do not** amend the Comprehensive Plan for the Study Area; and,
- Evaluate existing single-family and multi-family zoning districts to determine if obstacles to development in compliance with current Comprehensive Plan exist, propose revision if necessary.

City of Westfield

161st Street & Spring Mill Road Special Study

THANK YOU! To all of the following:

- City of Westfield Residents & Businesses
- Mayor Andy Cook
- Bruce Hauk, CAO
- **■**City Council
- 300+ Survey Takers
- City of Westfield Department Heads and Staff
- Westfield-Washington Schools
- Land Owners
- Developers
- Public Utility Companies
- Technical Advisory Committee
- Hamilton County Surveyor & Highway Dept
- **■** EGov Strategies

Presented by:

Department of Community Development

Gregory J. Anderson, AICP, Director

